What is claimed is:

1. A computer implemented method of dynamic customer demand forecasting, comprising using a computer to perform the steps of:

5   inputting at least one forecast rule;

calculating at least one forecast hit rate, each of which corresponds to a forecast rule;

selecting a highest hit rate from the forecast hit rate; and

10   designating the forecast rule corresponding to the highest hit rate as a target rule.

2. The computer implemented method of dynamic customer demand forecasting as claimed in claim 1, further comprising providing the target rule to a

15 capacity allocation model for capacity allocation.

3. The computer implemented method of dynamic customer demand forecasting as claimed in claim 1, wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

20   4. The computer implemented method of dynamic customer demand forecasting as claimed in claim 3, wherein the input step further comprises integrating the forecast base rule and the customer defined rule into the forecast rule.

25   5. The computer implemented method of dynamic customer demand forecasting as claimed in claim 3,

wherein the forecast base rule is produced according to the most current order.

6.   The computer implemented method of dynamic customer demand forecasting as claimed in claim 1, wherein the forecast hit rate is calculated according to orders.

7.   An apparatus of dynamic customer demand forecasting, comprising:

an input module, inputting at least one forecast rule;

a calculation module, coupled to the input module, calculating at least one forecast hit rate, each of which corresponds to a forecast rule;

a selection module, coupled to the calculation module, selecting a highest hit rate from the forecast hit rate; and

a designation module, coupled to the selection module, designating the forecast rule corresponding to the highest hit rate as a target rule.

8.   The apparatus as claimed in claim 7, further comprising a providing module, coupled to the designation module, providing the target rule to a capacity allocation model for capacity allocation.

9.   The apparatus as claimed in claim 7, wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

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10. The apparatus as claimed in claim 9, wherein the input module further integrates the forecast base rule and the customer defined rule into the forecast rule.

5   11. The apparatus as claimed in claim 9, wherein the forecast base rule is produced according to the most current order.

12. The apparatus as claimed in claim 7, wherein the forecast hit rate is calculated according to

10   orders.

13. A storage medium for storing a computer program providing a method of dynamic customer demand forecasting, the method comprising the steps of:

inputting at least one forecast rule;

15   calculating at least one forecast hit rate, each
               of which corresponds to a forecast rule;
          selecting a highest hit rate from the forecast
               hit rate; and
          designating the forecast rule corresponding to

20   the highest hit rate as a target rule.

14. The storage medium as claimed in claim 13, further comprising providing the target rule to a capacity allocation model for capacity allocation.

15. The storage medium as claimed in claim 13,

25   wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

16. The storage medium as claimed in claim 15, wherein the input step further comprises integrating the forecast base rule and the customer defined rule into the forecast rule.

5   17. The storage medium as claimed in claim 15, wherein the forecast base rule is produced according to the most current order.

18. The storage medium as claimed in claim 13, wherein the forecast hit rate is calculated according
10   to orders.

19. A system of dynamic customer demand forecasting, comprising:

an operation computer, inputting at least one forecast rule, calculating at least one
15   forecast hit rate, each of which corresponds to a forecast rule, selecting a highest hit rate from the forecast hit rate, and designating the forecast rule corresponding to the highest hit rate as a target rule;
20   and

at least one database, coupled to the operation computer, storing the forecast rule, the forecast hit rate, and the target rule.

20. The system as claimed in claim 19, wherein
25   the operation computer further provides the target rule to a capacity allocation model for capacity allocation.

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21. The system as claimed in claim 19, wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

22. The system as claimed in claim 21, wherein
5   the operation computer further integrates the forecast base rule and the customer defined rules into the forecast rule.

23. The system as claimed in claim 21, wherein the forecast base rule is produced according to the
10   most current order.

24. The system as claimed in claim 19, wherein the forecast hit rate is calculated according to orders.